

August 7, 1961

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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OCTOBER

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 4, 1961</u>			
August 3	ALEXANDER'S RELEASE DATE--Back-to-school collection. (No Show)		
Thursday August 3 10:00 A.M. Coffee	PREVIEW: CHUBBY BACK- TO-SCHOOL COLLECTION Lane Bryant will preview their Chubby back-to-school collection. For the press, by invitation. (Release date, Tuesday, August 8.) Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT	10TH FLOOR
Thursday August 3	SHOWING OF DRESS AND SUIT COLLECTION Showing of new Fall collection of daytime, cocktail and evening dresses and suits, designed by Eric Lund. Contact: David Wiener, PL. 1-4180; or WI. 7-8270.	ERIC LUND, INC.	257 WEST 39TH STREET SHOWROOM - 14TH FLOOR
August 4	BLOOMINGDALE'S RELEASE DATE--College and Career fashions. (No Show) (College shop will open on Monday, August 7.)		
Just Released	FIRST GROUP OF FALL 1962 COLORS Advance forecast of 12 colors for early Fall, 1962. Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A., INC.	200 MADISON AVENUE
<u>WEEK BEGINNING MONDAY, AUGUST 7, 1961</u>			
Monday August 7 3:00 P.M.	INTRODUCTION OF NEW SYNTHETIC EMERALD Linde, makers of Linde Stars, will introduce their new synthetic emerald at a fashion show, "Jewel Tone colors--1961." Specially designed jewelry in gold and platinum settings. Coiffures and makeup by Helena Rubinstein. Fashions by leading designers. (Refreshments). By invitation. Contact: Angela Murray, LL. 1-4498.	LINDE COMPANY	UNION CARBIDE BLDG. 270 PARK AVE. (MEZZ.)
Beginning Monday August 7	OPENING OF HOLIDAY COLLECTION Aileen will present their Holiday collection of separates and coordinates at continuous daily showings. Publicity: Essie Pinsker, WI. 7-4591.	AILEEN, INC.	1407 BROADWAY SHOWROOM - 32ND FLOOR
August 8	LANE BRYANT'S RELEASE DATE--Chubby back-to-school preview (see above)		
Tuesday August 8 2:30 P.M.	WORKSHOP: SHOES, FASHIONS & FACTS Workshop presentation, including costumes, fabrics, shoes and colors for Spring 1962. Guest Speaker: Mr. William Fine, Publisher, "Harper's Bazaar." Attendance limited to advance registration. Tickets: \$5.00. Contact: Thelma Hennessey, MU. 6-7520.	NAT'L SHOE RETAILERS ASSOCIATION	HOTEL PLAZA BALLROOM

August 9 MACY'S RELEASE DATE--Back-to-school fashions. (No Show)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 9 1:00 P.M.	BACK-TO-SCHOOL FASHION SHOW Altman's will present a showing of college fashions. Open to public. Publicity: Eleanor Horton, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR COLLEGE SHOP
August 11	OHRBACH'S RELEASE DATE--Finezza imported shoe collection. (No Show)		
Beginning Monday August 14	OPENING OF HOLIDAY COLLECTION Continuous daily showings of Jayson's Holiday sportswear separates and collection of shirts, designed by Sandy Packales. Publicity: Essie Pinsker, WI. 7-4591.	JAYSON CLASSICS, INC.	1407 BROADWAY SHOWROOM - 29TH FLOOR
Tuesday August 15 11:30 A.M.	PRESS PREVIEW OF NEW BRIDAL SALON Bergdorf Goodman will open their new Bridal Salon; also the Wedgwood Room which will house the most definitive collection of Wedgwood pieces in the United States. By invitation. Publicity: Florence Neff, PL.3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday August 17 9:30 A.M. Coffee	PRESS PREVIEW: BACK- TO-SCHOOL COLLECTION Ohrbach's will present their back-to-school collection to the press. (For release Monday, August 21.) By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	6TH FLOOR
August 18	SAKS FIFTH AVENUE RELEASE DATE--Helen Lee's children's fashions. (No Show)		
August 21	OHRBACH'S RELEASE DATE--Back-To-School preview, August 17 (see above).		
August 23	MACY'S RELEASE DATE--Ready-to-wear import collection. (No Show)		
Thursday August 24 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
August 25	ITALIAN PICTURE RELEASE DATE (<u>Note Change of Date</u>).		
August 29	PARIS PICTURE RELEASE DATE.		
Wednesday August 30 4:00 P.M. Cocktails	PREMIERE PRESS PREVIEW OF SHOE COLLECTION Abraham & Straus will present a premiere preview of the Renaldi shoe collection. For the press, by invitation. (<u>For release, Monday, September 4.</u>) Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	7TH FLOOR EXEC. CONFERENCE ROOM
Thursday August 31 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order collection, designed by Leslie Morris. (<u>For release, Tues., Sept. 5.</u>) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 4	LABOR DAY (Monday).		
Sept. 4	ABRAHAM & STRAUS RELEASE DATE--Renaldi shoe preview, Aug. 30 (see above).		

SPRING OPENINGS BY CALIFORNIA FASHION CREATORS IN LOS ANGELES

<u>DATE</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>Wednesday, Aug. 30</u>		
8:30 A.M.	Myron Bregman	112 W. 9th - Showroom
10:30 A.M.	Majorie Michael	315 E. 8th - Showroom
<u>Thursday, Aug. 31</u>		
10:00 A.M.	Barney Max-Sportations	122 E. 7th - Showroom
4:30 P.M.	Monica	9024 Burton Way, Bev. Hills
<u>Tuesday, Sept. 5</u>		
4:00 P.M.	De Weese	To be announced
<u>Wednesday, Sept. 6</u>		
8:30 A.M.	Elizabeth Stewart	To be announced
11:00 A.M.	Tabak	To be announced-Luncheon
4:00 P.M.	White Stag	Sheraton West-Regency Room
<u>Thursday, Sept. 7</u>		
8:30 A.M.	Maurice Handler	Sheraton West
10:30 A.M.	Pat Premo	2845 W. 7th - Showroom
12:00 Noon	Rose Marie Reid	Beverly Hilton-Int'l Ballroom
4:00 P.M.	Cole of California	Beverly Wilshire-Cotillion Rm.
<u>Friday, Sept. 8</u>		
8:30 A.M.	Sirena	To be announced
11:00 A.M.	Sir James	To be announced-Luncheon
3:30 P.M.	Elon	To be announced
<u>Tuesday, Sept. 12</u>		
11:00 A.M.	Resort Wear Guild	Statler Hilton-Sierra Room
12:00 Noon (Luncheon)	Resort Wear Guild	Statler Hilton-Pacific Room
4:30 P.M.	Fleischman	Sheraton West-Regency Room
<u>Wednesday, Sept. 13</u>		
12:00 Noon	May Co. (Children's Hospital)	Beverly Hilton-Ballroom
4:30 P.M.	Peter Pan Swimwear	Sheraton West-Regency Room
<u>Thursday, Sept. 14</u>		
4:00 P.M.	Ivan Frederics	Sheraton West-Regency Room

<u>Friday, Sept. 29</u>		
7:00 P.M.	L.A. Fashion Guild	To be announced
<u>Saturday, Sept. 30</u>		
10:00 A.M.	Wayne Fuller & M. Anthony	To be announced
1:30 P.M.	H. Charles	To be announced
2:30 P.M.	Travilla	To be announced
4:00 P.M.	Helen Rose	To be announced
6:30 P.M.	Georgia Bullock	To be announced
<u>Sunday, Oct. 1</u>		
11:30 A.M.	Maxwell Shieff	To be announced
2:30 P.M.	Michael Novarese	To be announced
4:00 P.M.	Jewel	To be announced
6:00 P.M.	Helga	To be announced
8:00 P.M.	Werle	To be announced
<u>Monday, Oct. 2</u>		
8:00 A.M.	Edith Small	To be announced
9:00 A.M.	Marjorie Michael	Sheraton West
11:30 A.M.	Marusia	To be announced
1:30 P.M.	Greer-MacIntosh	To be announced
3:00 P.M.	Cahill, Ltd.	To be announced
4:30 P.M.	Irene	To be announced
6:30 P.M.	Paul Whitney	To be announced

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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Spring Openings In Los Angeles (continued from page 3)

Tuesday, Oct. 3

8:30 A.M.	Peggy Hunt	To be announced
10:30 A.M.	M. Nadler	To be announced
2:00 P.M.	Patrician by Pat Premo	2845 W. 7th- Showroom
3:30 P.M.	Ernest Newman	To be announced

Wednesday, Oct. 4

8:30 A.M. (Breakfast)	Fabiola and Pavion	To be announced
10:00 A.M.	Stanley Nelson	To be announced
1:15 P.M.	Elis Porter	666 N. Robertson-Showroom
2:30 P.M.	Gustave Tassell	To be announced
5:30 P.M.	Bud Kilpatrick	To be announced

Contact: California Fashion Creators, 740 So. B'way, Los Angeles, MADison 7-1034.

Sept. 5 BERGDORF GOODMAN'S RELEASE DATE--Custom-Order preview, Aug. 31(see pg.2).

Tuesday	PRESS PREVIEW OF	MACY'S NEW YORK	13TH FLOOR
Sept. 5	IMPORT COLLECTION		EXEC. DINING ROOM
1:00 P.M.	Macy's will present their import collection to the press. (For release		
Luncheon	Fri., Sept. 8.) By invitation. Show will be televised on WNBC-TV,		
	Channel 4, Sunday, September 10, from 11:10 - 11:40 P.M. with repeat TV		
	Show Sept. 15. Publicity: Stephanie Horton, OX. 5-4400.		

Beginning	OPENING: RESORT &	AILEEN, INC.	1407 BROADWAY
Tuesday	SPRING COLLECTION		SHOWROOM - 32ND FLOOR
Sept. 5	Continuous showings of Resort and Spring collection of woven separates and cotton knit coordinates. Publicity: Essie Pinsker, WI. 7-4591.		

Beginning	HOLIDAY AND RESORT	TED BROWN, INC.	1400 BROADWAY
Tuesday	JUNIOR COLLECTION		SHOWROOM - 8TH FLOOR
Sept. 5	Showing of junior collection of Holiday and Resort wear, designed by Frances Prisco. Continuous daily. Contact: PE. 6-2642.		

Sept. 6 MACY'S RELEASE DATE--Imported accessories. (No Show)

Wednesday	PRESS PREVIEW OF	STERN'S	3RD FLOOR
Sept. 6	IMPORT FASHIONS		
10:00 A.M.	Press preview of Stern's imports and adaptations. By invitation.		
Breakfast	(Release date - Thurs., Sept. 7.) Publicity: Mildred Collins, LO. 5-7960.		

Sept. 7 OPENING DAY OF PUBLIC SCHOOLS IN NEW YORK CITY.

Thursday	AMERICAN & IMPORTED	MACY'S NEW YORK	HOTEL PLAZA
Sept. 7	READY-TO-WEAR FASHIONS		GRAND BALLROOM
12:30 P.M.	Macy's "made-in" collection of ready-to-wear from Europe during lunch-		
Luncheon	eon; also fashions by leading American designers. Press by invitation.		
	Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Macy		
	Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary		
	Alice Rice, CI. 6-1790.		

Thursday	PRIVATE SHOWING	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE
Sept. 7	FOR THE PRESS		SHOWROOM - 30TH FLOOR
4:00 P.M.	Fall and Winter lingerie showing for the press. By invitation.		
Tea	Contact: Dorothy Tivis, JU. 2-6767. Publicity: Ruth Hammer Assoc.,		
	2 West 59th Street, EL. 5-7872.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Sept. 7- Sept. 13	HOLIDAY-CRUISE FASHIONS IN LOS ANGELES-CHICAGO Mignon will present their Holiday-Cruise collection for press and buyers; also showing Sept. 14-18 at the Executive House, Suite 1117, Chicago, Illinois. Contact: BR. 9-5991.	MIGNON (498 SEVENTH AVENUE)	SHERATON WEST HOTEL LOS ANGELES, CAL.
Sept. 8	MACY'S RELEASE DATE--Import fashion preview, Sept. 5. (See pg. 4)		
Friday Sept. 8 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Fall-Winter import collection of Bergdorf Goodman will be previewed for the press. (Release date, Mon., Sept. 11.) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Sept. 10	MACY'S TELEVISION SHOW--Imports on WNBC-TV, Channel 4, 11:10-11:40 P.M. (Repeat show, Friday, Sept. 15 -- Time to be announced.)		
Sept. 11	ROSH HASHONAH (Jewish New Year)--First two days of Holiday: <u>Monday, Sept. 11 and Tuesday, Sept. 12.</u>		
Sept. 11	BERGDORF GOODMAN RELEASE DATE--Import Preview, Sept. 8 (see above).		
Monday Sept. 11 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Fall custom and import collection. By invitation. (Release date, Mon., Sept. 18.) Publ.: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Sept. 12	SAKS FIFTH AVENUE RELEASE DATE--Import collection. (No Show)		
Tuesday Sept. 12 3:00 P.M.	OPENING OF CUSTOM- ORDER FASHIONS Chez Ninon will present their Fall-Winter custom-order fashions of French imports to press and customers. By invitation. Contact: PL. 3-6821.	CHEZ NINON, INC.	487 PARK AVENUE SALON
Beginning Tuesday Sept. 12 4:00 P.M.	RETAILERS PREVIEW: HOLIDAY, SPRING, RESORT Retailers preview of new fabrics and colors for Holiday, Resort, Spring, Summer 1962 in cottons, knits, stretches, wool and blends for ready-to- wear and retail markets. Informal modeling and refreshments. <u>Showings</u> <u>Sept. 12 at 4:00 P.M.; Sept. 13 at 9:00 A.M.; Sept. 14 at 2:30 P.M.;</u> <u>Sept. 15 at 2:30 P.M.</u> By ticket only. Contact: Julie Buddy, OX. 5-1200.	DEERING MILLIKEN, INC.; 1045 SIXTH AVENUE MILLIKEN WOOLENS, INC. SHOWROOM - 4TH FLOOR	
Wednesday Sept. 13 2:30 P.M.	PREVIEW: FALL-WINTER CUSTOM-ORDER FASHIONS Eleanora Garnett will present her Fall-Winter custom-order fashions to press and customers. By invitation. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 13 3:30 P.M.	FASHION SHOW: PREVIEW FOR THE PRESS "One World Of Fashion"--Vogue Pattern Service, in cooperation with Plus Markets, Inc., will present a fashion show for the press. By invitation. Contact: Elaine Ducas, MU. 5-1600.	VOGUE PATTERN SERVICE (420 LEXINGTON AVENUE)	HOTEL PLAZA GOLD ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 14	ALEXANDER'S RELEASE DATE--Import fashions.		
Thursday Sept. 14 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order collection at a preview for press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Thursday Sept. 14 12:30 P.M. Luncheon	PRESS PREVIEW: PAULETTE'S FALL HATS Reproductions of Paulette's Fall millinery, available exclusively at Saks Fifth Avenue, will be previewed. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Thursday Sept. 14 4:00 P.M. Cocktails	PREVIEW: HOLIDAY, CRUISE AND SPRING FASHIONS White Stag will present Holiday, Cruise and Spring 1962 sportswear fashions at a preview for press and buying offices. Showing at 4:30 P.M. By admission card only. Contact: Ruth Freund, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL TAPESTRY ROOM
Friday Sept. 15 9:00 A.M & 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS Fall import collection at breakfast and luncheon showings. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Friday Sept. 15	ALEXANDER'S TELEVISION SHOW--Imports on WABC-TV, Channel 7, Friday, September 15 at 7:30 P.M.; repeat on WNEW-TV, Channel 5 at 10:30 P.M.		
Sept. 18	HATTIE CARNEGIE'S RELEASE DATE--Custom & Import preview, Sept. 11 (pg.5).		
Monday Sept. 18 10:00 A.M.- 12:00 Noon	INTRODUCING "SWEATER QUEEN OF 1961" The "Sweater Queen of 1961" and "Junior Sweater Queen of 1979" will be introduced at the sixteenth annual National Sweater Week (Sept. 18 - Sept. 24). For press and retailers, by invitation. Contact: Edward Brandwein, 386 Park Avenue So., MU. 3-7520.	KNITTED OUTERWEAR FOUNDATION	WALDORF-ASTORIA JANSEN SUITE
Monday Sept. 18 5:30 P.M. Cocktails	FALL FASHIONS BY OLEG CASSINI Special cocktail party to present Oleg Cassini's Fall fashions, exclusive with Saks Fifth Avenue in New York. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Weeks of Sept. 18 And Sept. 25	INFORMAL SHOWINGS: RESORT-SUMMER SWIMWEAR Cole of California will have informal showings for 2 weeks, presenting misses and junior swimwear, sun dresses and fun fashions for Resort and Summer. (Showings previously announced have been cancelled.) Resident buyer preview Tues., Sept. 26 at 4:00 P.M. By invitation and appointment. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	PLACE TO BE ANNOUNCED
Sept. 18- Oct. 18	THE THIRD ANNUAL NATIONAL INTERIOR DESIGN MONTH. Publicity: Ted Materna, 75 East 55th Street, PL. 3-3240.		
Sept. 20	YOM KIPPUR--Jewish Day Of Atonement (Wednesday)--Begins at Sundown, Sept. 19.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 21 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the United States. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday Sept. 21 3:00 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Reiss & Fabrizio will present their Fall-Winter fur fashions to the press. (For release, Mon., Sept. 25.) By invitation. Contact: Joseph J. Davis, CI. 5-0322. Publicity: Rasponi Assoc., TE. 8-8171.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Sept. 25	REISS & FABRIZIO RELEASE DATE--Fur fashion preview, Sept. 21. (See above)		
Beginning Monday Sept. 25	OPENING: HOLIDAY AND CRUISE COLLECTION Continuous daily showings of Mignon's Holiday-Cruise collection. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Sept. 26 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS Preview of Fall and Winter fur collection. Showing at 10:00 A.M. By invitation. Contact: Mrs. S.K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON
Tuesday Sept. 26 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1962 Preview for press and buyers of Rose Marie Reid 1962 swimsuit collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Sept. 26	COLE OF CALIFORNIA--preview for buyers, at 4:00 P.M. (See pg. 6)		
Tuesday Sept. 26 5:00 P.M.- 7:00 P.M. Champagne	JEWELRY PREVIEW IN NEW SALON The House of Ostier will present their 1962 collection of prized diamond, pearl and precious stone jewelry, designed by Marianne Ostier, at a pre-view in their new salon. For press and clientele, by invitation. Contact: Rich-LaCaille, MU. 8-1918.	HOUSE OF OSTIER	5 EAST 57TH STREET SALON
Wednesday Sept. 27 8:30 A.M. Breakfast	PREVIEW OF SWIM- WEAR FASHIONS Maidenform will present their swimwear fashions to the press and buyers. By invitation. Contact: Margaret Larson, at Bell & Stanton, 441 Lexington YU. 6-1250.	MAIDENFORM SWIMWEAR (1407 BROADWAY)	PLACE TO BE ANNOUNCED
Wednesday Sept. 27 10:00 A.M.- 4:00 P.M. Buffet	INFORMAL SHOWINGS OF RESORT SWIMWEAR Informal showings from 10:00 A.M. to 4:00 P.M., of Darlene's Resort swimwear collection. (Buffet) By invitation. Contact: Jane Abbott, BR. 9-9400.	DARLENE KNITWEAR, INC. (350 FIFTH AVENUE)	SAVOY HILTON HOTEL FRENCH SUITE
Wednesday Sept. 27 4:00 P.M. Cocktails	PREVIEW: SWIMWEAR COLLECTION, 1962 Peter Pan will preview three collections of swimwear for 1962: "Oleg Cassini Collection"; "California Collection"; "The French Line". By invitation. Contact: Dorothy Golden, LE. 2-5400.	PETER PAN SWIMWEAR INTL. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 27 7:00 P.M.- 11:00 P.M. Dinner	SECOND ANNUAL "FORECAST OF FASHION" Buffet dinner-dance for benefit of Carnegie Hall. Chairman: Florence Pritchett Smith. By invitation. Public Relations Director: Marilyn Cook, WI. 7-3300.	LORD & TAYLOR	HOTEL PLAZA BALLROOM
Thursday Sept. 28 2:30 P.M.	OPENING OF CRUISE AND SPRING COLLECTION Haymaker will present their Cruise and Spring collection for the press and resident buyers. By invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 28 4:30 P.M. Cocktails	OPENING: HOLIDAY AND SPRING COLLECTION "Caribbean Islands; the Cruise; the Clothes"--preview of McMullen's Holiday and Spring collection. By invitation, with admission by non-transferrable numbered ticket. Contact: OX. 5-4270. Publicity: Sara Pennoyer Advertising, 23 East 37th Street, MU. 3-7466.	McMULLEN CO. (550 SEVENTH AVENUE)	S.S. SANTA ROSA PIER #57-W.15TH ST.
Friday Sept. 29 11:30 A.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs, designed by Emeric Partos. By invitation. (For release, Mon., Oct. 2.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Oct. 2	BERGDORF GOODMAN'S RELEASE DATE--Fur preview, Sept. 29 (See above)		
Monday Oct. 2 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT FASHIONS Resort swimsuit fashions, designed by Brigance for Sinclair. By invitation. Fashion Show Director: Mary Alice Rice, CI. 6-1790. Contact: Marvin Krumholz, SP. 7-3895.	BRIGANCE FOR SINCLAIR	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 3 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentations of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. Cocktails, 12:00 Noon, Empire Room; luncheon, 12:45 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	WALDORF-ASTORIA EMPIRE & SERT ROOMS

Week of Oct. 16	OPENING OF SPRING COLLECTIONS The members of the New York Couture Group and Fashion Originators Guild of America will open their Spring collections during the week of Oct. 16. Contact: N.Y. Couture Group, LA. 4-0461; F.O.G.A., CH. 4-6945.	N.Y. COUTURE GROUP; F.O.G.A.	INDIVIDUAL SHOWROOMS
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Monday Oct. 23 8:00 P.M.	OPENING NIGHT OF OPERA SEASON The production of Puccini's "La Fanciulla del West," not heard in fifty-two seasons, will open the Metropolitan's Opera 1961-62 season. Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE B'WAY & 39TH ST.
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Opera

1962

JANUARY	FEBRUARY	MARCH
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